



Your Hair Appears Twice as Beautiful— when Shampooed this way

Try this quick and simple method which thousands now use. See the difference it makes in the appearance of your hair.

Note how it gives new life and lustre, how it brings out all the wave and color. See how soft and silky, bright and glossy your hair will look.



Use plenty of lather. Rub it in thoroughly and briskly with the finger tips.



When thoroughly clean, wet hair fairly squeaks when you pull it through your fingers.



The final rinsing should leave the hair soft and silky in the water.

THE alluring thing about beautiful hair isn't the way it is worn.

The real, IRRESISTIBLE CHARM is the life and lustre the hair itself contains.

Fortunately, beautiful hair is no longer a matter of luck.

You, too, can have beautiful hair if you shampoo it properly.

Proper shampooing is what makes it soft and silky. It brings out all the real life and lustre, all the natural

wave and color and leaves it fresh-looking, glossy and bright.

When your hair is dry, dull and heavy, lifeless, stiff and gummy, and the strands cling together, and it feels harsh and disagreeable to the touch, it is because your hair has not been shampooed properly.

While your hair must have frequent and regular washing to keep it beautiful, it cannot stand the harsh effect of ordinary soaps. The free alkali in ordinary soaps soon dries the scalp, makes the hair brittle and ruins it.

That is why thousands of women, everywhere, now use Mulsified coconut oil shampoo. This clear, pure and entirely greaseless product brings out all the real beauty of the hair and cannot possibly injure. It does not dry the scalp or make the hair brittle, no matter how often you use it.

If you want to see how really beautiful you can make your hair look, just follow this simple method.

A Simple, Easy Method

FIRST, wet the hair and scalp in clear, warm water. Then apply a little Mulsified coconut oil shampoo, rubbing it in thoroughly all over the scalp, and all through the hair. Two or three teaspoonfuls will make an abun-

dance of rich, creamy lather. This should be rubbed in thoroughly and briskly with the finger tips, so as to loosen the dandruff and small particles of dust and dirt that stick to the scalp.

After rubbing in the rich, creamy Mulsified lather, give the hair a good rinsing. Then use another application of Mulsified, again working up a lather and rubbing it in briskly as before. After the final washing, rinse the hair and scalp in at least two changes of clear, fresh, warm water. This is very important.

After a Mulsified shampoo you will find your hair will dry quickly and evenly and have the appearance of being much thicker and heavier than it really is.

If you want to always be remembered for your beautiful, well-kept hair, make it a rule to set a certain day each week for a Mulsified coconut oil shampoo. This regular weekly shampooing will keep the scalp soft and the hair fine and silky, bright, fresh-looking and fluffy, wavy and easy to manage—and it will be noticed and admired by everyone.

You can get Mulsified coconut oil shampoo at any drug store or toilet goods counter, anywhere in the world. A 4-ounce bottle should last for months.



More than a Shampoo

it's "BEAUTY INSURANCE"

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